

**Daniel R. Anderson**

Daniel R. Anderson received his Ph.D. from Brown University and is a professor of psychology at the University of Massachusetts at Amherst. He has published numerous research articles and monographs concerning children's attention to and comprehension of television, family television use, and the impact of television on cognitive development and school achievement. His current research focuses on the impact of media on infants and toddlers, the effects of television on diet, as well as brain activation during television and film viewing. He was a member of the Institute of Medicine Committee on Food Marketing and the Diets and Health of Children and Youth. Professor Anderson has worked extensively with television networks and production companies concerning the development of educational television programs.